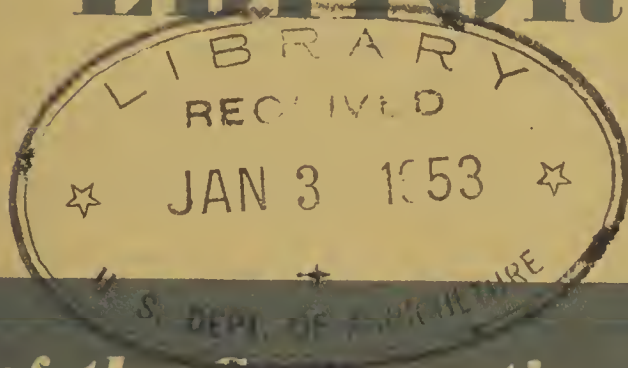


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The Role of the
**STATE
EXTENSION
EDITOR**



*of the Cooperative
Extension Service*

EXTENSION SERVICE • U. S. DEPARTMENT OF AGRICULTURE

THE STATE extension editor is a part of the staff of the Cooperative Extension Service of the United States Department of Agriculture and the State land-grant colleges. Under the administrative direction of the State extension director, the State extension editor is responsible, among other things, for releasing through mass-communication methods, information about agriculture, home economics, and related subjects. This booklet describes primarily that part of his program which is concerned with the release of information from national sources.

**The Role of the
STATE EXTENSION EDITOR
of the
Cooperative Extension Service¹**

*In Releasing Localized Food, Farm, Home, and Other
Helpful Information From the United States Department of Agriculture, the State Land-Grant College, and
Elsewhere*

**Rural People Get Their Information
From Many Sources**

RURAL PEOPLE get useful information from many sources. Much of the information that they need to improve farming, homemaking, rural life, and their contribution to the public welfare comes from sources such as the United States Department of Agriculture, the State land-grant college, other Federal and State agencies, farm and home organizations, farm and home economics journals, newspapers, magazines, trade papers, radio and television

¹By Lester A. Schlup, Chief, Division of Extension Information.

broadcasts, and industry. For the most part, though, the agricultural and homemaking information dispersed through any channel is keyed to the ever-productive research of the land-grant colleges and the Department of Agriculture. It is keyed as well to the rural economic-development programs legislated by Congress and administered by the United States Department of Agriculture. A major part of the research-backed information on farm and home subjects flows through the educational and information channels of the Cooperative Extension Service with its staff of approximately 12,600 professional workers located in the rural counties, the land-grant colleges, and the United States Department of Agriculture.²

Mass Media Effective

Mass public-communication methods play an essential part in the vast educational programs conducted by the United States Department of Agriculture and the State land-grant colleges to inform and teach rural people about farming, homemaking, and community life improvement. Studies made by the

² See The Cooperative Extension Service, Field Educational Arm of the United States Department of Agriculture and the State Land-Grant Colleges. 12 pp. August 1952. Obtainable from the Extension Service, U. S. Department of Agriculture, Washington 25, D. C.

Cooperative Extension Service indicate that out of every 100 farm families adopting better farm and home practices, about 37 said they did so because of popularized scientific information they had read and seen pictured in bulletins, newspapers, and magazines, heard on the radio, or obtained from other mass methods. Each year the Cooperative Extension Service reaches millions of people with pertinent factual information disseminated through these methods as part of the educational process. Before release, the information is usually adapted to the soil, climate, market, and other situations, which are different in each locality.

National Information Through Extension Channels

The Office of Information of the United States Department of Agriculture maintains many direct services to the press, radio, magazines, trade papers, and the like. Much of the information of a general educational character flows through the Cooperative Extension Service, field educational arm of the Department and the land-grant colleges. After it has been adapted to State and county situations, the information is merged with the educational programs organized democratically by county extension agents in cooperation with farm people. Thus, national in-

formation is pin-pointed upon individual and community problems in terms of situations that people are currently facing.

In addition to being disseminated to people through informal face-to-face teaching methods by county extension agents, a large part of the knowledge is also reflected in information services going out through the mass-communication channels of press, radio, and the like. Such mass information services are maintained in the counties by county extension agents and at the land-grant college by the extension editor.

The State Extension Editor

The extension editor in each State is responsible for using mass communication methods to convey reliable information on agriculture, home economics, and related subjects. He is a member of the staff of the State extension director, who is administratively responsible to the State land-grant college and the United States Department of Agriculture for conducting cooperative extension work in the State.

The State extension editor has close working relations with the research of the State experiment station through the extension specialists and experiment-station editor, and is thus able to clear all

national information in terms of its application to State situations, thereby making it more useful when it goes out through mass communication channels.

The State extension editor has a staff of assistants, the size varying State by State. These assistants are skilled in the use of the press, radio, publications, visual materials, and similar media. Newspaper editors, press associations, radio-station managers, farm-magazine editors, and others look to the State extension editor as a reliable source of information for rural people in the State.

Through his staff associations with the State extension director, supervisors, and specialists, the State extension editor is able to mesh his dissemination of educational information through the press, radio, television, publications, and visual aids with the teaching methods used by the county extension agents. In so doing, he completes an integrated and balanced approach in the rural educational and information processes. The extension editor also helps and trains State and county extension workers to make the fullest use of mass information techniques in their educational work. He has his office with the State extension service at the State land-grant college, and keeps in touch with national developments and programs through the Extension Service in the Department of Agriculture.

Services to the Press

Extension editors send State-adapted educational news releases weekly or more often to about 9,000 newspapers in the United States. They send such releases direct to the weekly and daily papers, to the press associations, and to farm magazines. In addition, suggested stories or background facts are sent to county extension agents for further localization and release in the counties. County extension agents in the United States send to local newspapers each year a total of about 900,000 different news stories. Many of these news stories are based on national- and State-sourced information from the extension editors, but most of them cover the educational activities of the agents themselves.

The extension editor also works closely with many newspapers that publish regular farm pages and special farm editions. He is generally regarded by newspaper editors as a major source of food, farm, and home information and of news based upon the research of the United States Department of Agriculture and the State land-grant colleges.

Studies have shown that educational stories from extension editors and county extension agents are widely used by newspapers. For instance, two Davidson College students with help from the Carnegie Foundation in 1949, studied 32 North Carolina

weekly newspapers for 5 weeks. Half of the 112 agencies sending stories to the papers got no inserts. Ten agencies got 10 or more. The North Carolina Extension news service, from the State extension editor's office, got 118 inserts, or 38 percent of the total. The next highest agency got 40 inserts.³

Editors Serve 2,000 Radio Stations

State extension editors also supply State-adapted radio-program material regularly to about 2,000 radio stations throughout the country. They also supply information and tips to county extension agents for locally adapted radio use. County extension agents reflect information from national, State, and county sources in 165,000 local radio programs each year.

Most of the State extension offices have regular broadcasts over key stations in the State. In eight States, daily programs are broadcast over special State networks. Some States serve the stations with tape-recorded programs. In 1 State, for instance, a daily tape-recorded program is used over 27 stations. Eighteen States have daily live programs over college-owned or larger commercial stations. Six

³ See Rural Sociology magazine for December 1949, pp. 336-344.

States send weekly transcribed programs to stations in the State. All the State offices send mimeographed farm and home radio scripts and news copy to the stations and do additional programs on special request.

These services, plus the 165,000 local programs arranged by county extension agents, indicate that the Cooperative Extension Service regards radio as a major educational tool.

States Use Television

Thirty-one States have, so far, utilized television as an educational channel. In one State—Iowa, the State extension editor is in charge of the only land-grant college-owned television station in the country. In 19 States, extension workers have regular (at least weekly) television programs. Extension agents are experienced in demonstrating improved practices and, with the help they are getting from State extension radio and visual specialists, are finding television a most effective educational method.

Localized Publications

Cooperative Extension Service offices in the counties distribute about 23 million publications a year on farming, food, and homemaking topics. Some of

them are publications of the United States Department of Agriculture, but the majority are State-localized booklets and leaflets prepared by State extension specialists in cooperation with State extension editors and publications assistants, whose objective is to make these publications clear and readable for farm people.

Visual Aids Help To Teach

Attendance at extension meetings, where extension agents and specialists explain new situations and improved farm and home practices, total more than 75 million a year. To help extension agents visualize their messages at their meetings and in exhibits, posters, and other ways, the State extension offices make about 70,000 new photographs, 24,000 drawings, several thousand color slides, and a number of new motion pictures every year. State extension offices have in their visual libraries over 12,000 motion-picture prints, 4,300 film strips, and thousands of color slides. In most States, the extension office is the distributing center for United States Department of Agriculture films.

USDA Services to Extension Editors

Extension editors are kept constantly informed of national developments, programs, and new research

knowledge of interest and help to rural people. This is done through the maintenance of regular services to them in the form of weekly background letters, copies of press releases nationally issued by the United States Department of Agriculture, Department farm radio flashes, key policy statements, talks, economic-situation reports, especially prepared fact sheets covering the high lights of important operating programs, through field visits, and in many other ways. These services from the United States Department of Agriculture enable the State extension editors to incorporate information and knowledge from national sources in their State releases. Thus, these releases reflect national policies, programs, and research in agriculture and home economics as well as State policies, programs, and research in such fields.

Additional Information

For information about the contribution that the United States Department of Agriculture can make to the dissemination of information about national programs in rural areas, apply to the Director of Information, United States Department of Agriculture, Washington 25, D. C. For information about the work of the State extension editor in support of the joint educational program of the land-grant

college and the United States Department of Agriculture, apply to the Chief, Division of Extension Information, Extension Service, United States Department of Agriculture, Washington 25, D. C., or to the extension editor of any State. The extension editor in your State is located at the land-grant college. His address is given on the following list.

ADDRESSES OF STATE EXTENSION EDITORS

Alabama----- Alabama Polytechnic Institute,
Auburn.

Alaska----- University of Alaska, College.

Arizona----- University of Arizona, Tucson.

Arkansas----- College of Agriculture, University
of Arkansas, Fayetteville.

California----- College of Agriculture, University
of California, Berkeley 4.

Colorado----- Colorado Agricultural and Me-
chanical College, Fort Collins.

<i>Connecticut</i> -----	University of Connecticut, Storrs.
<i>Delaware</i> -----	University of Delaware, Newark.
<i>Florida</i> -----	University of Florida, Gainesville.
<i>Georgia</i> -----	College of Agriculture, University of Georgia, Athens.
<i>Hawaii</i> -----	University of Hawaii, Honolulu 14.
<i>Idaho</i> -----	College of Agriculture, University of Idaho, Moscow.
<i>Illinois</i> -----	College of Agriculture, University of Illinois, Urbana.
<i>Indiana</i> -----	Purdue University, Lafayette.
<i>Iowa</i> -----	Iowa State College of Agriculture and Mechanic Arts, Ames.
<i>Kansas</i> -----	Kansas State College of Agriculture and Applied Science, Man- hattan.
<i>Kentucky</i> -----	College of Agriculture, University of Kentucky, Lexington 29.

- Louisiana*----- Louisiana State University and
Agricultural and Mechanical
College, University Station,
Baton Rouge 3.
- Maine*----- College of Agriculture, University
of Maine, Orono.
- Maryland*----- University of Maryland, College
Park.
- Massachusetts*--- University of Massachusetts, Am-
herst.
- Michigan*----- Michigan State College of Agri-
culture and Applied Science,
East Lansing.
- Minnesota*----- Department of Agriculture of the
University of Minnesota, Uni-
versity Farm, St. Paul 1.
- Mississippi*----- Mississippi State College, State
College.
- Missouri*----- College of Agriculture, University
of Missouri, Columbia.

- Montana*----- Montana State College, Bozeman.
- Nebraska*----- College of Agriculture, University
of Nebraska, Lincoln 1.
- Nevada*----- University of Nevada, Reno.
- New Hampshire*-- University of New Hampshire,
Durham.
- New Jersey*----- State College of Agriculture and
Mechanic Arts of Rutgers Uni-
versity, New Brunswick.
- New Mexico*----- New Mexico College of Agricul-
ture and Mechanic Arts, State
College.
- New York*----- State College of Agriculture, Cor-
nell University, Ithaca.
- North Carolina*--- North Carolina State College,
State College Station, Raleigh.
- North Dakota*--- North Dakota Agricultural Col-
lege, State College Station,
Fargo.

- Ohio*----- College of Agriculture, Ohio State
University, Columbus 10.
- Oklahoma*----- Oklahoma Agricultural and Me-
chanical College, Stillwater.
- Oregon*----- Oregon State Agricultural Col-
lege, Corvallis.
- Pennsylvania*---- Pennsylvania State College, State
College.
- Puerto Rico*----- University of Puerto Rico, Rio
Piedras.
- Rhode Island*---- University of Rhode Island,
Kingston.
- South Carolina*-- Clemson Agricultural College,
Clemson.
- South Dakota*--- South Dakota State College,
Brookings.
- Tennessee*----- University of Tennessee, Knox-
ville 7.

<i>Texas</i> -----	Agricultural and Mechanical College of Texas, College Station.
<i>Utah</i> -----	Utah State Agricultural College, Logan.
<i>Vermont</i> -----	University of Vermont, Burlington.
<i>Virginia</i> -----	Virginia Polytechnic Institute, Blacksburg.
<i>Washington</i> -----	State College of Washington, Pullman.
<i>West Virginia</i> ----	West Virginia University, Morgantown.
<i>Wisconsin</i> -----	University of Wisconsin, Madison 6.
<i>Wyoming</i> -----	University of Wyoming, Laramie.

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